++

DATE: 01/27/93 SALES INFORMATION SYSTEM TIME: 16:19

SUBJECT: WAKEFERN FOOD CORPORATION SENDER: NICK KURUC 1240

++

TO: ALL DIVISIONS/DISTRICTS WITH SHOP RITE STORES SUPPLIED BY WAKEFERN

RE: WAKEFERN FOOD CORPORATION

DEAR MANAGERS:

AS INFORMATION, WAKEFERN FOOD IS FINALLY MAKING A DISTRIBUTION OF FORSYTH'S WORTH CIGARETTES. LARGER VOLUME STORES WILL RECEIVE FIVE (5) CARTONS OF EACH STYLE, WITH SMALLER VOLUME STORES RECEIVING THREE (3) CARTONS.

PLEASE ENSURE THAT YOUR PEOPLE HANDLE THE FOLLOWING IN ALL SHOP RITE STORES:

1. PLACE SPECIAL "WORTH" ADVERTISING PIECES PREVIOUSLY SENT TO YOUR OFFICES.
2. DISPLAY THE NEW BRAND USING THE FOLLOWING GUIDELINES:
   1ST PRIORTY: SEPARATE FLOOR DISPLAY
   2ND PRIORTY: RJR SPACE ON SAVINGS SECTION OF CARTON MERCHANDISER
3. ORDER ADDITIONAL PRODUCT ACCORDINGLY.

STYLE	WAKEFERN ORDER #
FULL FLAVOR KING	8030017
FULL FLAVOR 100'S	8031186
LIGHT KING	8030106
LIGHT 100'S	8031097
LIGHT MENTHOL KING	8030198
LIGHT MENTHOL 100'S	8031364
ULTRA LIGHT 100'S	8031275

AS INFORMATION, WAKEFERN IS GIVING ITS MEMBER STORES $ .50 PER CARTON AS A RETAIL INCENTIVE.

IF YOU HAVE ANY QUESTIONS, PLEASE CALL ME.

REGARDS,
NICK
G. N. KURUC, JR.
GK
M-2
CC: APPLICABLE RSM'S
NASA

CC: ALL SALES PERSONNEL

D.M _____ 1/27/93
T&D _____ 1/28/93
S.R.M. _____ / /
S.A.M. _____ 2/3/93

*** END OF MESSAGE ***

51849 9706

Source: https://www.industrydocuments.ucsf.edu/docs/gmdy0000